

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 491906 /		<u>Alt Order #</u> 06302249
<u>Product</u> S BERKLEY FOR SENATE		
<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Estimate #</u>
<u>Advertiser</u> Berkley For Senate		<u>Original Date / Revision</u> 08/30/12 / 08/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Shorr Johnson Magnus**  
**1831 Chestnut Street, Ste. 602**  
**Philadelphia, PA 19103**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/04/12	09/06/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				6	\$750.00			
N 2	KVVU	09/07/12	09/07/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----2--				2	\$700.00			
N 3	KVVU	09/10/12	09/10/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	2-----				2	\$700.00			
N 4	KVVU	09/04/12	09/06/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				6	\$150.00			
N 5	KVVU	09/07/12	09/07/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----2--				2	\$195.00			
N 6	KVVU	09/10/12	09/10/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	2-----				2	\$195.00			
N 7	KVVU	09/04/12	09/06/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				3	\$525.00			
N 8	KVVU	09/07/12	09/07/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$525.00			
N 9	KVVU	09/10/12	09/10/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$525.00			
N 10	KVVU	09/04/12	09/06/12	MORE Access	630-7pm		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				3	\$400.00			
N 11	KVVU	09/07/12	09/07/12	MORE Access	630-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract Dates</u> 09/04/12 - 09/10/12	<u>Product</u> S BERKLEY FOR SENA	<u>Estimate #</u>
<u>Advertiser</u> Berkley For Senate		<u>Original Date / Revision</u> 08/30/12 / 08/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$400.00			
N 12	KVVU	09/10/12	09/10/12	MORE Access	630-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$400.00			
N 13	KVVU	09/04/12	09/06/12	Extra	M-F 7-730p		:30			NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				3	\$575.00			
N 14	KVVU	09/07/12	09/07/12	Extra	M-F 7-730p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$625.00			
N 15	KVVU	09/10/12	09/10/12	Extra	M-F 7-730p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$625.00			
N 16	KVVU	09/04/12	09/06/12	TMZ	730-8p		:30			NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				3	\$825.00			
N 17	KVVU	09/07/12	09/07/12	TMZ	730-8p		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$850.00			
N 18	KVVU	09/10/12	09/10/12	TMZ	730-8p		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$850.00			
N 19	KVVU	09/04/12	09/06/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$5,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				3	\$1,725.00			
N 20	KVVU	09/07/12	09/07/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$2,150.00			
N 21	KVVU	09/10/12	09/10/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$2,150.00			
N 22	KVVU	09/08/12	09/08/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1-				1	\$725.00			
N 23	KVVU	09/09/12	09/09/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$1,250.00			
Totals											47	\$32,205.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	47	\$32,205.00	\$27,374.25
<b>Totals</b>	<b>47</b>	<b>\$32,205.00</b>	<b>\$27,374.25</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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AUG30/12 16.18  
\*\*\* KVVU-TV \*\*\*

SALES PRSN PH- TERESA DI FURIA

	CLASS: NATL.	LOCAL	REGIONAL
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[illegible]

DATE AUG30/12 16.18

SHELLEY BERKLEY FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
1			700A-900A	30		\$750.00	9/4	9/6	6		TU-TH	6
PROGRAM : NEWS												
CON COM1 : MAX 2X DAY												
2			700A-900A	30		\$700.00	9/7	9/7	2		FRI	2
PROGRAM : NEWS												
3			700A-900A	30		\$700.00	9/10	9/10	2		MON	2
PROGRAM : NEWS												
4			1200N-100P	30		\$150.00	9/4	9/6	6		TU-TH	6
PROGRAM : DIVORCE COURT												
CON COM1 : MAX 2X DAY												

AUG30/12 16.18  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			1200N-100P PROGRAM : DIVORCE COURT	30		\$195.00	9/7	9/7	2		FRI	2
6			1200N-100P PROGRAM : DIVORCE COURT	30		\$195.00	9/10	9/10	2		MON	2
7			600P-630P PROGRAM : NEWS CON COM1: MAX 1X DAY	30		\$525.00	9/4	9/6	3		TU-TH	3
8			600P-630P PROGRAM : NEWS	30		\$525.00	9/7	9/7	1		FRI	1
9			600P-630P PROGRAM : NEWS	30		\$525.00	9/10	9/10	1		MON	1
10			630P-700P PROGRAM : MORE ACCESS CON COM1: MAX 1X DAY	30		\$400.00	9/4	9/6	3		TU-TH	3
11			630P-700P PROGRAM : MORE ACCESS	30		\$400.00	9/7	9/7	1		FRI	1
12			630P-700P PROGRAM : MORE ACCESS	30		\$400.00	9/10	9/10	1		MON	1
13			700P-730P PROGRAM : EXTRA CON COM1: MAX 1X DAY	30		\$575.00	9/4	9/6	3		TU-TH	3
14			700P-730P PROGRAM : EXTRA	30		\$625.00	9/7	9/7	1		FRI	1
15			700P-730P PROGRAM : EXTRA	30		\$625.00	9/10	9/10	1		MON	1

REP HEADLINE# 6302249  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG30/12 16.18  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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16			730P-800P	30		\$825.00	9/4	9/6	3		TU-TH	3
PROGRAM : TMZ												
CON COM1: MAX 1X DAY												

17			730P-800P	30		\$850.00	9/7	9/7	1		FRI	1
PROGRAM : TMZ												

18			730P-800P	30		\$850.00	9/10	9/10	1		MON	1
PROGRAM : TMZ												

19			1000P-1100P	30		\$1,725.00	9/4	9/6	3		TU-TH	3
PROGRAM : NEWS												
CON COM1: MAX 1X DAY												

20			1000P-1100P	30		\$2,150.00	9/7	9/7	1		FRI	1
PROGRAM : NEWS												

21			1000P-1100P	30		\$2,150.00	9/10	9/10	1		MON	1
PROGRAM : NEWS												

22			1000P-1100P	30		\$725.00	9/8	9/8	1		SAT	1
PROGRAM : NEWS												

23			1000P-1045P	30		\$1,250.00	9/9	9/9	1		SUN	1
PROGRAM : NEWS												

SEP/12 32205.00

CONTRACT TOTAL 32205.00  
 TOTAL SPOTS 47

MARKET TOTALS \$140,021 KVVU 23% KSNV 25% KLAS 24% KTNV 24% KVMY 0% KVCW 4% CABL 0% KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*